

Updated: September 4, 2018

**University of Wisconsin-Madison, La Follette School of Public Affairs
PA 800: Public Affairs Professional Development Workshop, Fall 2018**

Meeting time and location:

Monday, 5:00-6:00pm; Room 1420 Microbial Sciences

Instructor:

Steven Kulig

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Office phone: (608) 262-8631

Office location: Observatory Hill Office Building (La Follette School), Room 103

Office hours: by appointment

COURSE DESCRIPTION

One of the goals of the La Follette School is to train and develop the next generation of public, non-profit and private sector leaders who are committed to making a positive contribution to society. While this course will undoubtedly help in your post-graduation job hunt, it's designed to be much more than a how-to guide on securing employment. More generally, it will help you develop the skills you need to succeed in your classes and effectively use the short time you have here to best position yourself for a meaningful, impactful career in public affairs.

This course is designed with the understanding that many of you come to La Follette with professional experience and that you have already made the decision to invest in a particular professional degree. Therefore, we will dispense with generalities and really focus on what it takes to be successful in the world of public affairs. Assignments and activities are designed to be applicable to all students, yet with options to incorporate individual interests and needs.

This course is a one-credit class. The credit standard is met by an expectation of a total of 45 hours of student engagement with the course learning activities, which include scheduled instructor-student meetings, reading, writing, and other assignments as described in the syllabus.

COURSE OBJECTIVES

This course is designed to:

- Give you the tools and information that will enable you to **assume responsibility** for getting the most out of your La Follette experience, and finding and developing a satisfying, meaningful career in public affairs;
- Provide a forum for you to learn about and **imagine career ideas**;
- Build a portfolio of deliverables (assessment results, LinkedIn profiles, cover letters, resumes, policy memos, interview answers) to **utilize in your employment searches**;
- Build relationships with your Associate Director and other La Follette staff, classmates, La Follette alumni, and practitioners so that we can **support your career goals**.

This course also addresses the following La Follette School learning goal:

- Students will develop effective job-seeking tools and utilize job-seeking techniques.

WHY NOW???

Why are we making you do this in your first semester? The answer is that truly well-thought-out career assessment and planning takes time, and by putting in the hard work of it on the front end, you will be able to make better use of your time here at La Follette. Knowing where you'd like to end up will help you make more informed choices regarding which classes to take, which internships to pursue, and which types of professional relationships to foster. Plus, doing so now will give you plenty of time to explore your career options and change your mind several times over before you are pressed into a position out of economic necessity.

TEXTS/MATERIALS

All readings that are necessary to complete class assignments will be made available on the class Canvas website. Students will also be directed to various websites and videos. A recommended reading list and list of additional resources can be found on the last page of this syllabus. These materials are widely available via the library system or internet.

COURSE ASSIGNMENTS AND EVALUATION

Grading: This is a Pass/Fail class, graded as "CR" (credit) in the UW grading system upon successful completion. Completion of all assignments, including attendance at Mock Interview Night, Speed Networking, and one-on-one meeting with Steve & Katie are required to pass the course.

Assignments will be scored as \surd (Pass), $\surd+$ (Exceptional), and $\surd-$ (assignment is not up to par and must be redone). All work is expected to be handed in on time, except in extenuating circumstances, with extended deadlines worked out with the instructor in advance.

Attendance and Participation: In this course, your success and the success of your peers requires attendance and active participation in all class meetings. You are expected to read any assigned materials or complete any assignments prior to class meetings and come prepared to discuss them. Again, attendance at speed networking and mock interview events is required to pass the course. If you miss a class, you must attend an alternative career development event and hand in a one-page summary, explaining what you learned and how you'll use it. I expect this make-up opportunity to be used minimally, and any make-up assignment is due no later than the last day of class (Monday, Dec. 10).

Course Assignments & Portfolio Elements:

- 1) **Individual Development Plan (IDP):** This exercise is composed of several separate assignments to be completed progressively throughout the semester.

Objective: As Richard Bolles states in *What Color is Your Parachute?*: "Most job-hunters who fail to find their dream job, fail not because they lack sufficient information about the *job-market*, but because they lack sufficient information about *themselves*."

This assignment will serve as your professional development roadmap, to help you make the most out of your two years at La Follette.

DUE: various dates throughout semester, beginning Sept. 17 and ending Dec. 10

- 2) **Professional Resume and Job Application Cover Letter:**
Objective: Use the skills identified in your IDP to explain your value to employers. Prepare templates ready to adjust for appealing internship and job opportunities.
DUE: September 17

- 3) **Policy Memo:**
Objective: Highlights the difference between the short, instructive policy memo and the term papers you already know how to do well; can be used as a writing sample for internship and job applications.
DUE: September 24

- 4) **“Elevator Speech”/Speed Networking Event:**
Objective: To practice and make the best of networking opportunities.
DUE: Speech, October 5; Event, October 8

- 5) **Mock Interview (Prep and Event):**
Objective: Allows you to practice your interviewing skills and get feedback from HR professionals in the field.
DUE: Prep, October 29; Event, November 5

- 6) **Informational Interview Report:**
Objective: Build network & explore career possibilities.
DUE: November 26

- 7) **LinkedIn Profile:**
Objective: Ensures you are connecting to other La Follette students and alums in LinkedIn and using it as a tool for your internship and job search.
DUE: December 3

- 8) **One-on-One Meeting with Steve & Katie**
Objective: Discuss cover letter and resume. Share career goals and IDP. Build relationship so that Steve & Katie can be of the most help possible.
DUE: end of semester; sign up for available dates via Canvas

- 9) **Attend a Cultural Event**
Objective: Make an effort to attend a culturally significant event and connect your experience to what you have learned throughout the professional development course.
DUE: end of semester

- 10) **Meyers-Briggs Type Indicator (MBTI) Workshop (Prep and Event):**
Objective: Use the MBTI workshop to give students the tools necessary to build better teams.
Due: Prep assignment, November 5 and December 10; Event, December 3 and 10

- 11) **Course Evaluation:**
Objective: Improve course for future Bobs. Due by end of finals week

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DISABILITIES

People with disabilities will be fully included in this course. Please inform me if you need any special accommodations in the curriculum, instruction, or assessments of this course to enable you to participate fully. Confidentiality of the shared information will be strictly maintained. Certain accommodations may require the assistance of the UW's McBurney Disability Resource Center: <http://www.mcburney.wisc.edu/>.

ACADEMIC INTEGRITY

I expect full adherence to the UW's Academic Integrity policies, and any academic misconduct will be dealt with accordingly: <https://www.students.wisc.edu/doso/academic-integrity/>.

COURSE COMMUNICATION

The best way to contact me is via email; I will make all efforts to return emails from students within two business days. Please do not email shortly before a class, presentation, or assignment deadline with the expectation that I will be able to respond immediately to your concern. I am happy to meet with or speak by phone to students outside of class as needed. Please email me to make an appointment, or feel free to stop by my office at La Follette (room 103). I will use the class list serve to communicate additional course information as needed (pubaffr800-1-f18@lists.wisc.edu).

COURSE SCHEDULE

Please note that the following outline and listed readings may be adjusted to accommodate additional guest speakers and class interests. I will also weave in newspaper articles, etc. reflecting current events and issues related to professional development. Changes will be communicated in class and/or by e-mail at least one week in advance. An updated syllabus will be posted on the course Canvas site.

Week 1: September 10, "Introduction"

- The career development process
- Public affairs job market trends
- Career development resources at La Follette and UW-Madison

Required readings:

- Spend time looking through the resources available on the La Follette Career Development web pages: <https://www.lafollette.wisc.edu/career-development>
- Graduate School, Office of Professional Development website: <https://grad.wisc.edu/pd/>

Recommended Readings:

- "It May be a Good Job, but Is It Good Work?" by Daniel Goleman
- Henderson, Mark, and Carol Chetkovich. 2013. "Sectors and Skills: Career Trajectories and Training Needs of MPP Students," *Journal of Public Affairs Education* 20: 193-216.
- Video: APPAM Spring Conference (2014): "What Competencies and Qualities Do Employers Seek in MPP and MPA Graduates"
<https://www.youtube.com/watch?v=f1w09FU2h24>

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*****Assignment (upload in Canvas by beginning of class; due Sept. 17)**

Read through the Individual Development Plan (IDP), located in General Course Documents folder, Canvas site, and complete IDP Sections 1 (Assess) and 2 (Write) (pgs. 1-10). After completing sections, 1 & 2, upload to Canvas site beginning of next class.

Optional: Complete the self-assessment and set up a DiscoverPD profile:

<https://my.grad.wisc.edu/DiscoverPD>

Week 2: September 17, “Resumes & Cover Letters”

Designing great resumes and cover letters

- BRING YOUR CURRENT RESUME TO CLASS, TO WORKSHOP
- *IDP sections 1&2, Assess & Write, due (uploaded to Canvas, beginning of class)*

Required readings:

- Resume packet (on Canvas)
- Cover letter basics (on Canvas)

Assignment (upload to Canvas by beginning of class, due Sept. 24):

Prepare a 1-2 page customized resume and a one page customized cover letter to apply for a current, real-world internship, PAship, or part-time or full-time position of interest. Use current experience and information. Submit job announcement as well. (So, you should upload three pieces total in one PDF: job announcement, resume, cover letter).

Week 3: September 24, “Writing at La Follette”

- Professional Writing at La Follette
- The Policy Memo
 - Guest Speaker: La Follette Professor David Weimer
- The Writing Center
 - Guest Speaker: The Writing Center Director Brad Hughes
- *Resume and cover letter due (uploaded to Canvas by beginning of class)*

Required Readings:

- “Memorandum on Writing Memoranda,” David Weimer (on Canvas)
- Review The Writing Center’s website: <https://writing.wisc.edu/>
- Review Editorial Resources on LFS website:
<https://www.lafollette.wisc.edu/students/academic-resources>
- Memo assignment prompts (to be posted on Canvas)

Assignment (bring hard copy to class; due October 1):

Compose a one-page policy memo responding to one of the prompts available on Canvas or develop your own prompt, approved in advance by Steve via email no later than Thursday, Sept. 27. Follow guidance from Professor Weimer and assignment rubric.

Week 4: October 1, “Networking”

- Why and how to network
- Elevator speeches

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- Informational interviews
- Guest speaker, TBD

Required Readings:

- View “Giving Your Elevator Pitch” with Todd Dewett (13min), via Lynda online training (you can login with your netID: <https://it.wisc.edu/services/online-training-lynda-com/>)
- Informational Interviewing packet, “The Genius of ‘Want to Grab Coffee’” (available on Canvas)
- Browse through and read at least 3 LFS alumni profiles (be ready to discuss in class): <http://www.lafollette.wisc.edu/alumni-friends/alumni-news-profiles>

Assignment A (submit via Canvas; due Friday, October 5): Write a 60 second introduction of yourself (“elevator speech”) to use in networking meetings. You should state your name, a 5-7 word tag line about who you are and what you are looking for in your possible career, give a brief history (work and education), describe an achievement that you are proud of, and then end with something interesting about yourself. I will give you feedback by Sunday, Oct. 7. Practice a revised version out loud with your classmates at least 3 times before our Speed Networking event on Oct. 8.

Assignment B (submit via Canvas; due November 26): Conduct an informational interview with a person in your field of interest who is not an immediate family member. Write a 1-page paper about the interview in which you describe: 1) who you interviewed and why; 2) the most interesting information and advice that you learned; and 3) how you plan to use what you learned (e.g., in your job search, how you might continue the relationship, etc.). You must also send a written thank you note to your interviewee.

La Follette alumni, alumni from your undergraduate institution, friends or colleagues of parents or former supervisors, people from LinkedIn groups or found using LinkedIn advanced search, alumni from Badger Bridge, and people you may meet in class or at networking events such as Policy After Work are all good interview sources.

****In order to avoid overloading our alumni and friends network with meeting requests, each student must meet with a different person. Once you have secured your meeting, post the name, position title and organization of the person you are meeting to the discussion board on Canvas (in General Documents folder). Before contacting people for informational meetings, make sure to check the discussion board.*

Week 5: October 8, “Speed Networking Event”

NOTE: MEET AT THE PYLE CENTER (702 Langdon St.) FOR THIS EVENT

- In this exercise, you will rotate around the room in groups to quickly connect with La Follette alumni and friends. Please dress business casual and bring business cards if you have them. This is a great place to secure an informational meeting for the report due November 26. Attendance is required and will be monitored. Event runs from 5:00-6:15pm.
- *Elevator speech due prior to event, Friday, Oct. 5 (in Canvas)*

Week 6: October 15, “Internships and the La Follette Summer Policy Learning Experience Program”

- Learn about the LFS Summer Policy Learning Experience program
- A panel of LFS students will talk about their internship experiences

Readings:

- Ch. 10, “Internships,” in 2018 LFS Student Handbook:
https://docs.google.com/document/d/1VnBvArIJ5II5uRgiG_j2KLi2LINRyQMYOIS_MKb9RhI/edit
- Read at least 3 internship summaries from LFS website (be ready to discuss and ask questions in class): <http://www.lafollette.wisc.edu/career-development/internships/internship-summaries>

Week 7: October 22, “Federal Resumes”

- Searching for federal internships and jobs
- Differences between resumes for federal jobs and other jobs
- Tips for creating winning federal resumes
- Guest speaker: Marie Koko, L&S SuccessWorks
- *Note: This class may not be helpful for international students not eligible for federal jobs; feel free to use an “alternative assignment” for this week.

Required Readings:

- See SuccessWorks Government, Policy, International Affairs & Law web page (scroll down to sample federal resumes, federal jobs sections):
<https://careers.ls.wisc.edu/government-politics-policy-and-law/>
- Also check out USAJOBS site: <https://www.usajobs.gov/>; if you are interested in federal internships and jobs, you will need to create a profile (optional)

Week 8: October 29, Diversity and Inclusion in the Workplace

- Social Identity Profile Workshop
 - Presenter: Amy Salinas Westmoreland, Assistant Director of Social Justice Programs at the Multicultural Student Center, UW-Madison
- Diversity & Inclusion Resources at LFS and on Campus

Required Readings:

- Review LFS Diversity & Inclusion web page:
<https://www.lafollette.wisc.edu/about/diversity-inclusion>
- Read LFS Diversity & Inclusion strategic plan: to be posted on LFS Diversity & Inclusion web page this fall

Recommended Readings:

- On Being: The Mind is a Difference-Seeking Machine (Audio):
<https://onbeing.org/programs/mahzarin-banaji-the-mind-is-a-difference-seeking-machine/>

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Week 9: November 5, “Interviewing”

NOTE: MEET AT EDUCATIONAL SCIENCES, ROOM 212 (1025 W. Johnson St.)

- Preparing for interviews
- Performing interviews

Required Readings:

- Guide to Interviewing (on Canvas)
- Mock Interview Audio (on Canvas)

Recommended Readings:

- TED Talk, “Your Body Language Shapes Who You Are,” by Amy Cuddy
http://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are#t-112299

Assignment (submit via Canvas; due November 12): Prepare yourself for an interview by writing down and describing the following:

- 1) List and describe, using the STAR format, 3 examples that you can use
- 2) List 5 characteristics that describe you and an example of each
- 3) List 2 questions you could ask an employer

Week 10: November 12, “Mock Interview Event”

NOTE: MEET AT THE PYLE CENTER (702 Langdon St.) FOR THIS EVENT

- In this exercise, you will conduct a 20 minute interview with an alumnus or friend of La Follette and then receive 10 minutes of feedback. You will be assigned a time slot between 4:00 and 6:00 pm. If you have scheduling conflicts for 4-5pm and must be prioritized for the time slots between 5-6pm, please notify Steve as soon as possible. Please dress business casual and bring copies of your resume. Attendance is required and will be monitored.

Week 11: November 19, “Social Media and the Job Search, Gathering Recommendations & References, and Mentoring”

- Using social media in the public policy world
- Using social media to network and job search
- How do I developing relationships and request recommendations & references?
- How do I find and best utilize mentors?

Required Readings:

- Read executive summary of “Social Media Use by Governments: A Policy Primer to Discuss Trends, Identify Policy Opportunities and Guide Decision Makers,” OECD (2014): http://www.keepeek.com/Digital-Asset-Management/oecd/governance/social-media-use-by-governments_5jxrcmghmk0s-en#page1
- View LinkedIn videos at: <https://university.linkedin.com/linkedin-for-students>
- Excerpt on mentoring from *Lean In*, by Sheryl Sandberg

Recommended Readings:

- Check out Professor Menzie Chinn’s blog: <http://econbrowser.com/>

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Assignment (due December 4): Create a LinkedIn Profile and join the La Follette group by visiting this website and making a request to join: <https://www.linkedin.com/groups/La-Follette-School-Public-Affairs-39199/about>. See rubric for profile guidelines.

Optional: Use your profile to join Badger Bridge: <https://badgerbridge.com/>

Week 12: November 26, “Project Management”

- Guest Speaker: Darin Harris, Consultant, Facilitator, UW Office of Quality Improvement (also LFS alum)

Required Readings:

- Handouts from class will be posted on Canvas
- Making the Most of Your Meetings (to be posted on Canvas)

Recommended Readings:

- Negotiation, Video from Business School Professor Charlie Trevor:
<https://www.lafollette.wisc.edu/career-development/salary-negotiation>

Week 13: December 3, “Meyers-Briggs Type Indicator (MBTI) Workshop Part One”

- Presenter: Amy Shannon, Senior Advisor at Cross-College Advising Service, UW Madison

Assignment:

- Preparation assignment for part one workshop due November 26. Assignment will be posted to Canvas by November 12
- Complete the “revise” section of your IDP (upload to Canvas, due at beginning of class, Dec. 10)

Week 14: December 10, “MBTI Workshop Part Two”

- Presenter: Amy Shannon, Senior Advisor at Cross-College Advising Service, UW Madison

Assignment:

- Review MBTI workshop part one results before December 10 class
- IDP “Revise” section due
- *Complete course evaluation.* A link will be sent to you via email. This is a required assignment. We value and apply your actionable feedback!

RECOMMENDED READING AND ADDITIONAL RESOURCES

Books & Journals:

- *What Color is Your Parachute? (latest edition, 2017)*, by Richard Bolles
- *The 7 Habits of Highly Effective People*, by Stephen R. Covey
- *The Complete Job-Search Handbook: All the Skills You Need to Get Any Job and Have a Good Time Doing It*, by Howard Figler
- *Job searching with Social Media for Dummies*, by Josh Waldman
- *Good Work: When Excellence and Ethics Meet*, by Howard E. Gardner, Mihaly Csikszentmihalyi, & William Damon
- *Strengths Finder 2.0*, by Tom Rath
- *Lean In: Women, Work, and the Will to Lead*, by Sheryl Sandberg
- *Journal of Public Affairs Education*, <http://www.naspaa.org/initiatives/jpae/jpae.asp>

Websites:

- La Follette Career Development Webpage:
 - <http://www.lafollette.wisc.edu/careerdevelopment.html>
- SuccessWorks (L&S) Government, Politics, Policy, & Law Careers Webpage:
 - <https://careers.ls.wisc.edu/government-politics-policy-and-law/>
- SuccessWorks Video Resources:
 - <https://www.youtube.com/playlist?list=PLU7gAGnEADr8Mr0K0wsQI201bvWRqDxJ>
- UW Student Job Center
 - <http://jobcenter.wisc.edu/>
- UW-Graduate School, Professional Development
 - <http://grad.wisc.edu/pd/>
- International Student Services-Employment
 - <https://iss.wisc.edu/employment/>
- International Internship Program:
 - <http://internships.international.wisc.edu/>
- GoingGlobal: International Careers
 - <https://internships.international.wisc.edu/internships/database/> After entering database, students must click on the GoingGlobal Search link on the left hand side to access the site.
- O*Net:
 - <http://www.onetonline.org/>
- Glassdoor:
 - <https://www.glassdoor.com/index.htm>
- PublicServiceCareers.org:
 - <http://publicservicecareers.org/>
- USA Jobs:
 - <https://www.usajobs.gov/>
- GovLoop:
 - <https://www.govloop.com/>
- Wisc.Jobs
 - <http://wisc.jobs/public/index.asp>
- Nonprofit Times
 - <http://www.thenonproffitimes.com/>